Saskatchewan

Saskatchewan
Industry and
Resources

Memorandum

From: Jan McDowell
Business and Co-operative Services
Industry and Resources

Date: September 26, 2002
Phone: 787-9552
Fax: 787-8447
File:

To: Gina Abel, Manager
Support Services Section
Legislative Library

Re: **PUBLICATIONS**

Further to my memo and enclosures of September 23, 2002 regarding updates to the *Kinds of Business* binder, please find enclosed additional updated materials.

Jan McDowell
Manager, Regional Information Systems

Enclosure

KINDS OF BUSINESS INFORMATION

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Saskatchewan Industry and Resources
Business and Co-operative Services
08/02

INTRODUCTION

Government Information Sources

Saskatchewan Industry and Resources, through its regional office network provides up-to-date information and pathfinding resources for Provincial and Federal regulations, programs, and services applicable to small business. Some of the common questions asked by entrepreneurs include:

- **Where do I register my business name?**
- **Do I have to register for the GST?**
- **Are there any financial assistance programs to help start or expand my business?**
- **What kind of information is available to help me start my business?**

The information you are about to go through, referred to as a "Kind of Business" binder and put together by type of business will not deal with the program or regulation aspect of starting a business, so much, as it will deal with the types of information you will need to consider, and examples of the sources of information that are available to you when starting a business.

As an important part of provision of business information Saskatchewan Industry and Resources, in partnership with Western Economic Diversification, operates the Canada-Saskatchewan Business Service Centre.

What kind of information is available?

The Centre's resources include up-to-date lists of programs and services, manufacturers, suppliers, associations, business directories and periodicals that provide information on starting a new business, export programs for local products, market statistics, and financing for new and existing ventures. No fee is charged for the Centre's services.

It is also connected to a network of experts in government departments who can provide in-depth, accurate information, to go beyond traditional information sources.

What services does the Centre offer?

TeleCentre - 1-800-667-4374

A toll-free telephone information service puts you in touch with a Centre representative who can answer your basic business questions, or direct you to the right person in the appropriate government department. After hours, or if our lines are busy, recorded messages provide answers to commonly asked questions.

Internet - http://www.cbsc.org/sask

Find sources, "how-to" information and hot links to databases.

In Person - 345 - 3rd Avenue South, Saskatoon

You can browse through a resource library or a Centre representative can help you. A public workstation provides computer access to a collection of databases and CD-ROM's on business-related topics.

Planning

Too often individuals launch business ventures at the idea stage and rely on the cash register to measure if it was a good idea or not.

This approach is very risky and usually quite expensive.

It's up to you! You can use the trial and error approach and take the gamble of your life or you can start your business with a well researched business plan and take a calculated risk.

So you want to do a business plan. Good choice! Since you have selected this option we will now refer to you as an entrepreneur.

What is a business plan? A business plan is a management tool used by businesses of **all** sizes to establish business objectives and to propose how these objectives will be attained within a specific period of time. It describes **who** you are, **what** you plan to achieve, **where** the business is located, **when** the business will commence, and **how** the business will meet its objectives.

Entrepreneurs, prior to launching a business, always investigate the market place for business opportunities. Your question at this point may be - " How does an entrepreneur do this?" The answer is simple: Direct questions to potential customers, existing small business owners, associations, and any other business interest group you feel could provide you with some useful information. Your goal at this point is to:

- **Learn what potential customers need.**
- **Learn what potential customers want.**
- **Discover problems that you could solve for a potential customer.**

Your business venture or idea is your solution to meeting one or a combination of the key elements listed above.

Prior to going out and asking questions, we recommend you spend time reviewing information available on starting and planning a business. Some examples include:

- **Business Information Resource Materials by Saskatchewan Industry and Resources**
- **Planning booklets produced by banks, professional accounting firms and business organizations**
- **The "Self Counsel" Business Series (International Self-Counsel Press Ltd.) on starting & running specific types of businesses**
- **Other available publications on library and bookstore shelves**
- **Internet and other electronic information sources**

You may also want to consider looking into educational programs and seminars available.

Yes you're right; this will take more than one afternoon. Remember, the time you invest in planning will be reflected in the profits you achieve after you launch your business venture.

The business plan is usually done when a business is starting or expanding and given limited consideration during the regular operation of the business. This is a mistake! It is a plan you should be referring back to on an ongoing basis and updating on a regular basis, i.e. annually. By setting financial benchmarks and having a marketing strategy you will be able to evaluate what you are doing right. It will also be easier to make decisions on changes that need to be introduced to improve profits.

PRODUCT SOURCES

NAME: Hallmark Shoes Limited

ADDRESS: 2421 A Alpha Ave
Vancouver, British Columbia V5C 5L2

PHONE: (604) 254-1626

PRODUCTS: Agents & distributors representing: NRC Design, Bootik Inc., Newman, Ritter & Rittermocs.

NAME: Weyler Agencies Limited

ADDRESS: 2421C Alpha Avenue
Burnaby, British Columbia V5C 5L2

PHONE: (604) 298-1237 **FAX:** (604) 298-0371
Or 1-800-263-6374

PRODUCTS: Tana shoes, cosmetics, men's, ladies', children's leather, man-made, & canvas shoes & work boots.

NAME: Town and Country Footwear Limited

ADDRESS: 7110 Fisher Road SE
Calgary, Alberta T2H 0W3

PHONE: (403) 253-1400 **FAX:** (403) 255-5465

PRODUCTS: Safety & family footwear open to the public.

PRODUCT SOURCES

NAME: R B Import Footwear Inc.

ADDRESS: 1310 Odlum Drive
Vancouver, British Columbia V5L 3M3

PHONE: (604) 254-8064 **FAX:** (604) 254-0201
Or 1-800-665-6344

PRODUCTS: Shoe store & shoe repair supplies, industrial footwear. Princess Dye dyeable shoes, Brooke imported women's footwear.

NAME: Warkov-Safeer Leather Limited

ADDRESS: 462 Hargrave Street
Winnipeg, Manitoba R3A 0X5

PHONE: (204) 943-3753 **FAX:** (204) 943-3753

PRODUCTS: Shoemaking machinery, tools, shoe finishers & shoe repair supplies.

NAME: Shoe Factory Buyers Guide - see TRADE JOURNALS

FIXTURE & EQUIPMENT SUPPLIERS

NAME: Western Retail Interiors Limited

ADDRESS: 208 Jessop Avenue
Saskatoon, Saskatchewan S7N 1Y4

PHONE: (306) 477-2244 **FAX:** (306) 477-0550
Or 1-800-665-0550

PRODUCTS: Wilson display fixtures, Wilson wall design, layout, and millwork.

WEB SITE: www.westernretail.com

E-MAIL: kato@westernretail.com

NAME: Hussman Canada Inc.

ADDRESS: 115 Kress Street
Regina, Saskatchewan S4N 5X8

PHONE: (306) 721-2700 **FAX:** (306) 721-4711

Or

ADDRESS: Hussman Canada Inc.
Saskatoon, Saskatchewan

PHONE: (306) 934-4440

PRODUCTS: Full line of fixtures, gondolas, shelving and racking, etc. - design and layout.

NAME: Planned Commercial Interiors

ADDRESS: 1330 8th Street East
Saskatoon, Saskatchewan S7H 0S9

PHONE: (306) 374-7970 **FAX:** (306) 477-0262

PRODUCTS: Display fixtures, equipment, and layout.

FIXTURE & EQUIPMENT SUPPLIERS

NAME: Alsort Store Fixtures & Interiors

ADDRESS: 1201 Scarth Street
Regina, Saskatchewan S4R 2E6

PHONE: (306) 359-6700 **FAX:** (306) 352-4100

PRODUCTS: Layout, design, shelving, & equipment.

WEB SITE: www.alsort.com

E-MAIL: alsort@sk.sympatico.ca

NAME: Warkov-Safeer Leather Limited

ADDRESS: 462 Hargrave Street
Winnipeg, Manitoba R3A 0X5

PHONE: (204) 943-3753 **FAX:** (204) 943-3753

PRODUCTS: Shoemaking machinery, tools, shoe finishers & shoe repair supplies.

NAME: Winnipeg Sewing Machine Limited

ADDRESS: 49 Adelaide Street
Winnipeg, Manitoba R3A 0V8

PHONE: (204) 943-3103

PRODUCTS: Sewing & basting machinery

NAME: Fairwell Commercial Interiors Limited

ADDRESS: 812 Shannon Road
Regina, Saskatchewan S4S 5K2

PHONE: (306) 586-6854 **FAX:** (306) 586-3631

PRODUCTS: Fixtures, flatwall, grid, store design, layout & construction.

TRADE SHOWS

NAME: Montreal Canadian International Footwear Expo

FREQUENCY: Annual - summer [trade]

ADDRESS: 90 Morgan Avenue
Pointe Claire, Quebec H9X 3A8

CONTACT: Shoe Manufacturers Association of Canada

PHONE: (514) 457-3436 **FAX:** (514) 937-7066

PRODUCTS: Footwear (all categories), handbags (including luggage, briefcases, etc).

NAME: Toronto Canadian International Footwear Expo

FREQUENCY: Annual - winter [trade]

ADDRESS: 90 Morgan Avenue
Pointe Claire, Quebec H9X 3A8

CONTACT: Shoe Manufacturers Association of Canada

PHONE: (514) 457-3436 **FAX:** (514) 937-7066

PRODUCTS: Footwear (all categories), handbags (including luggage, briefcases, etc).

NAME: GDS - International Footwear Trade Show

FREQUENCY: Biannual - March (1993, 1995,etc) [trade]

ADDRESS: Postfach 320203
Stockumer Kirchstrasse 61
4000 Dusseldorf 30, Germany

CONTACT: Nowea-Dusseldorf Messe GMBH

PHONE: 0211 45 60 01 **FAX:** 0211 45 60 688

PRODUCTS: Women's, men's and children's shoes, in various product and quality categories as well as leather accessories.

TRADE SHOWS

NAME: CSTA - Spring, Fall & Winter

FREQUENCY: Seasonal

ADDRESS: P.O. Box 571
Winnipeg, Manitoba R3C 3C3

CONTACT: Ralph O'Rourke

PHONE: (204) 284-9991 **FAX:** (204) 488-2268

PRODUCTS: All footwear and accessories, belts, handbags.

NAME: Western Shoe Association International Buying Market

FREQUENCY: Annual - February (Trade)

LOCATION: Sands Expo and Convention Centre Las Vegas, Nevada

ADDRESS: Western Shoes and Accessories Inc.
1040 East Wardlow Road
Long Beach, California 90807

CONTACT: Chris Aiken, Show Manager

PHONE: (562) 427-5168 **FAX:** (562) 420-2541

PRODUCTS: Shoes, hand bags, accessories

Source: Shows & Exhibitions 2002; Shows & Exhibitions

TRADE ASSOCIATIONS

NAME: The Shoe Industry Suppliers Association of Canada

ADDRESS: 7910 Pelletier Street
Brossard, Quebec J4X 1J7

CONTACT: Diane Cappella

PHONE: (450) 671-3604 **FAX:** (450) 671-0166

NAME: Shoe Manufacturers Association of Canada (SMAC)

ADDRESS: Baie d'Urfe Business Centre
90 Morgan Road, Suite 203
Pointe Claire, Quebec H9X 3A8

PHONE: (514) 457-3436 **FAX:** (514) 547-8004

E-MAIL: hanna@shoecanada.com

NAME: Shoe Travellers' Association of Canada

ADDRESS: 95 Thorncliffe Park Drive, Suite 3307
Toronto, Ontario M4H 1L7

CONTACT: Moe Jessen, Executive Director

PHONE: (416) 467-8180 **FAX:** (416) 467-9151

Source: Directory of Associations 2002; Micromedia Ltd.

TRADE JOURNALS

NAME:	Canadian Footwear Journal (Canadian Footwear Directory & Buyers Guide)		
FREQUENCY:	Eight issues per year		
ADDRESS:	McLeish Communications Inc., 1 Pacifique Street Saint Anne de Bellevue, PQ	H9X 1C5	
PHONE:	(514) 457-2423 Or 1-800-973-7463	**FAX:**	(514) 457-2577

NAME:	Footwear News (FN)		
FREQUENCY:	Weekly		
ADDRESS:	Fairchild Publications 7 West 34th Street New York, New York	10001	
PHONE:	(212) 630-4000 Or 1-800-204-4515	**FAX:**	(212) 630-4598

NAME:	American Shoemaking		
FREQUENCY:	Monthly		
ADDRESS:	Shoe Trades Publishing Company 61 Massachusetts Avenue Arlington, Massachusetts	02174-8612	
PHONE:	(781) 648-8160	**FAX:**	(781) 646-9832
E-MAIL:	info@shoetrades.com		

Source: Gale Directory of Publications and Broadcast Media 136th Edition, 2002; Gale Group

STATISTICS CANADA
1997 SMALL BUSINESS PROFILES - Saskatchewan
SIC J6111 - Shoe Stores

Average of all Businesses	Whole Industry (Reliability)	Lower Half (50%)	Upper Half (50%)	Bottom Quartile (25%)	Lower Middle (25%)	Upper Middle (25%)	Top Quartile (25%)	Percent of Businesses Reporting
Number of Businesses in Sample	20							
Revenue Range:								
Low Value ($ 000)	30	30	146	30	88	146	-	
High Value ($ 000)	5000	146	5000	88	146	-	5000	
SELECTED EXPENSE ITEMS				(percent of gross operating revenue)				
Gross Operating Revenue	**100.0(A)**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**
Cost of goods sold	**48.3(B)**	**48.0**	**48.3**	**49.3**	**47.4**	-	-	**95.8**
Purchases and material	48.2(B)	51.9	47.4	59.1	48.3	-	-	95.8
Closing inventory	16.6(B)	35.8	12.9	87.3	9.9	-	-	37.5
	16.7(B)	31.9	13.8	77.4	9.0	-	-	37.5
Wages, salaries, and benefits	**16.0(B)**	**6.2**	**17.8**	**2.4**	**8.1**	-	-	**79.2**
Direct	0.1(B)	0.0	0.1	0.0	0.0	-	-	4.2
Indirect	15.9(B)	6.2	17.7	2.4	8.1	-	-	75.0
Occupancy expenses	**9.0(A)**	**15.2**	**7.8**	**15.5**	**15.1**	-	-	**100.0**
Depreciation	1.7(B)	6.3	0.8	6.6	6.2	-	-	75.0
Repairs and maintenance	0.3(B)	0.7	0.3	1.1	0.5	-	-	70.8
Fuel and oil	0.0(A)	0.0	0.0	0.0	0.0	-	-	0.0
Utilities	1.5(B)	3.3	1.2	5.7	2.1	-	-	58.3
Rent	5.4(B)	4.9	5.5	2.2	6.3	-	-	62.5
Financial expenses	**3.3(B)**	**10.1**	**2.0**	**21.4**	**4.4**	-	-	**100.0**
Interest and bank charges	2.4(C)	9.3	1.1	20.8	3.5	-	-	95.8
Professional fees	0.9(B)	0.8	0.9	0.6	0.9	-	-	79.2
General expenses	**1.6(B)**	**3.0**	**1.4**	**3.3**	**2.9**	-	-	**95.8**
Advertising	1.1(B)	2.0	0.9	1.5	2.2	-	-	95.8
Delivery expenses	0.2(C)	0.0	0.2	0.0	0.0	-	-	25.0
Insurance	0.4(B)	1.1	0.3	1.7	0.7	-	-	50.0
Other expenses	**16.4(C)**	**15.2**	**16.6**	**14.1**	**15.7**	-	-	**100.0**
Total expenses	**94.6(A)**	**97.8**	**94.0**	**106.0**	**93.8**	-	-	**100.0**
Net profit/loss	**5.4(B)**	**2.2**	**6.0**	**-6.0**	**6.2**	-	-	**100.0**
Average number of paid employees	2.6	0.3	4.9	0.1	0.6	-	-	
FINANCIAL RATIOS								
Interest coverage ratio (times)	3.3	1.2	6.6	0.7	2.8	-	-	
Gross margin (percent)	35.7	45.7	33.8	48.3	44.4	-	-	
PROFITABLE vs NON-PROFITABLE BUSINESSES				(thousands of dollars)				
1997								
Profitable								
Percent of businesses	78							
Gross operating revenue	307.7(B)	90.9	436.6	-	-	-	-	
Total expenses	286.9(B)	80.0	409.9	-	-	-	-	
Net profit	20.8(B)	10.9	26.7	-	-	-	-	
Non-Profitable								
Gross operating revenue	78.6(B)	-	-	-	-	-	-	
Total expenses	89.3(B)	-	-	-	-	-	-	
Net loss	-10.7(B)	-	-	-	-	-	-	
1995								
Profitable								
Percent of businesses	86							
Gross operating revenue	256.6(A)	142.3	354.5	116.4	171.6	216.0	518.0	
Total expenses	241.8(A)	134.1	333.9	111.6	159.7	199.2	493.0	
Net profit	14.8(A)	8.1	20.6	4.9	11.9	16.8	25.0	
Non-Profitable								
Gross operating revenue	-()	-	-	-	-	-	-	
Total expenses	-()	-	-	-	-	-	-	
Net loss	-()	-	-	-	-	-	-	

http://strategis.ic.gc.ca/cgi-bin/sc_mangb/contact/sbp/sbp_e.cgi